



Rudy Rodriguez
Director, Multicultural Marketing
General Mills

Rudy Rodriguez is the Director of Multicultural Marketing at General Mills, leading the Multicultural Marketing Department to develop unique consumer insights to drive growth with multicultural consumers.

Prior to joining General Mills Rudy worked for Unilever & Amoco in a variety of marketing roles where he was responsible for developing multicultural marketing campaigns, leading customer-marketing initiatives at Target, and leading global equity and innovation initiatives for the Dove deodorant business.

Before returning to school to complete an MBA degree, Rudy worked for the Chicago Tribune helping retail advertisers develop comprehensive marketing programs as well as contributing to the launch of Exito, a Spanish-language newspaper in Chicago.

Rudy dedicates time to help champion education in the Latino Community by serving on the board of La Escuelita, a non-profit organization committed to increasing Latino youth academic success, and serves as a champion of diversity on the Streetlights board.

Rudy has a Bachelors of Arts in Economics from the University of Illinois, Chicago, and a Masters in Management from the Kellogg Graduate School of Management at Northwestern University.

MONDAY, August 9, 1:45 p.m.
Direct Mail Panel – Concurrent Session 4A
Targeting Latino Shoppers with a Measurable ROI

